

Product Movers
Insert Market List
May 17, 1992

Client: Philip Morris
Description: CIGARETTES
BR IBM
Order: 87238
Ad-Version: 001-A
DT: 1-Apr-1992 10:09:57
AE: SAM WHITING
Ad Size: Full Surface
Flexibility: Bottom-Right
Markets: 62
Circulation: 16,503
CPM: 7.25

119,646.75

Total: 119,646.75

	Size		Offset	
Coupon:	Width	x Height	Width	x Height
1 -	3 in	2 1/16	0 in	0

Black Plate 1
1 -

Black	Market	Newspaper	Circ
NEW ENGLAND			
1	Boston, MA	Globe	799
1	Boston, MA	Herald	231
1	Springfield, MA	Republican	157
1	Pittsfield, MA	Berkshire Eagle	34
1	Lowell, MA	Sun	57
1	Lawrence, MA	Eagle Tribune	60
1	Brockton, MA	Enterprise	64
1	Framingham, MA	Middlesex News	47
1	Manchester, NH	New Hampshire News	99
1	Burlington, VT	Free Press	64
1	Hartford, CT	Courant	321
1	New Haven, CT	Register	134
1	Waterbury, CT	Republican	77
1	New London, CT	Day	43
1	Providence, RI	Journal	265
1	Portland, ME	Telegram	140
1	Bangor, ME	News	93

Region Total:			2685
NEW YORK METRO			
1	New York, NY	Daily News	995
1	New York, NY	Times	1132
1	New York, NY	Post	225
1	Manaroneck, NY	Times	6

1	Mt. Vernon, NY	Argus	10
1	New Rochelle, NY	Standard Star	13
1	Ossining, NY	Citizen Register	8
1	Peekskill, NY	Star	9
1	Port Chester, NY	Item	11
1	Rockland, NY	Journal News	53
1	Tarrytown, NY	News	5
1	White Plains, NY	Reporter Dispatch	61
1	Yonkers, NY	Herald Statesman	44
1	Staten Island, NY	Advance	94

Region Total: 2666

MIDDLE ATLANTIC

1	Albany, NY	Times Union	164
1	Schenectady, NY	Gazette	62
1	Troy, NY	Record	42
1	Buffalo, NY	News	384
1	Rochester, NY	Democrat & Chronicle	260
1	Syracuse, NY	Herald-American	223
1	Watertown, NY	Times	43
1	Philadelphia, PA	Inquirer	988
1	Scranton, PA	Times	81
1	Wilkes-Barre, PA	Independent	59
1	Wilkes-Barre, PA	Times Leader	62
1	Williamsport, PA	Sun Gazette	40
1	Baltimore, MD	Sun	492
1	Washington, DC	Post	1130
1	Hagerstown, MD	Herald/Mail	39

Region Total: 4069

SOUTHEAST

1	Orlando, FL	Sentinel	389
1	Leesburg, FL	Commercial	29
1	St. Petersburg, FL	Times	440
1	Tampa, FL	Tribune	379
1	Lakeland, FL	Ledger	91
1	Miami, FL	Herald	537

Region Total: 1865

METRO CHICAGO

1	Chicago, IL	Tribune	1132
1	Chicago, IL	Sun Times	560

Region Total: 1692

WEST CENTRAL

1	Denver, CO	Rocky Mountain News	433
1	Denver, CO	Post	414
1	Boulder, CO	Camera	44

Region Total: 891

PACIFIC

1	San Francisco, CA	Examiner & Chronicle	705
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Region Total: 705

METRO LOS ANGELES

1	Los Angeles, CA	Times	1577
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1	Los Angeles, CA	News	224
1	Pasadena, CA	Star-News	46
1	San Gabriel, CA	Tribune News	83

Region Total:			1930

Version Total:			16503

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